

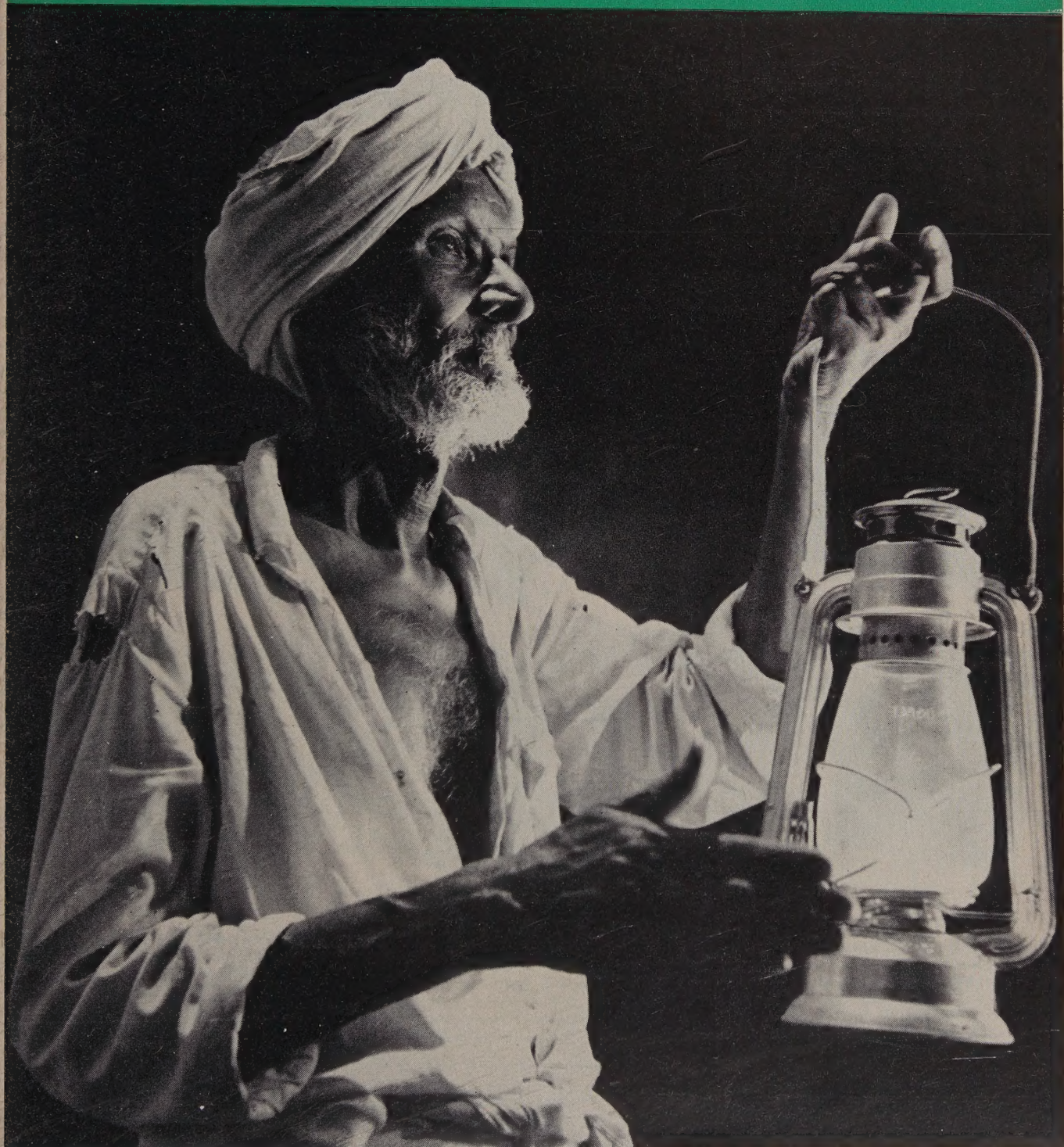
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FEBRUARY 1960

Vol. 105, No. 2

BIBLE  
SOCIETY

# Record



THE EVERLASTING LIGHT FOR INDIA

(SEE PAGES 24 AND 25)



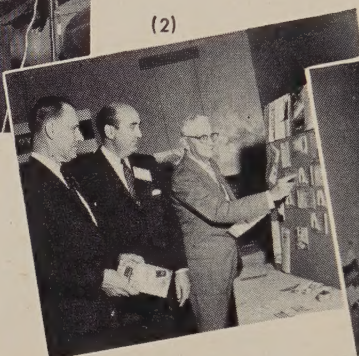
# Advisory Council Close-ups, November 17-18, 1959

By provision of the Society's by-laws the supporting denominations are invited to send representatives to meet together annually preceding the December meeting of the Society's Board of Managers. The functions of the Advisory Council are to inquire into the operations and work of the Society in behalf of the denominations represented, to take counsel with the Officers of the Society concerning its program and the strengthening of its work, and to review with the Budget Committee of the Board the proposed budget for the ensuing year. Representatives of some fifty denominations are invited to attend this annual gathering. It is unique as an expression of the concern of all Christian churches that the Holy Scriptures may be spread among all people for the advancement of the Kingdom of Christ.

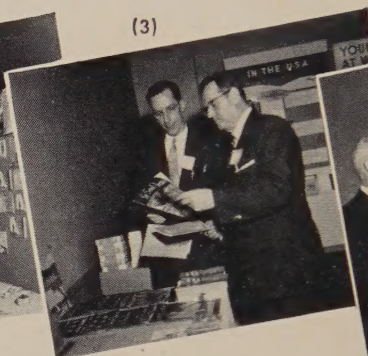
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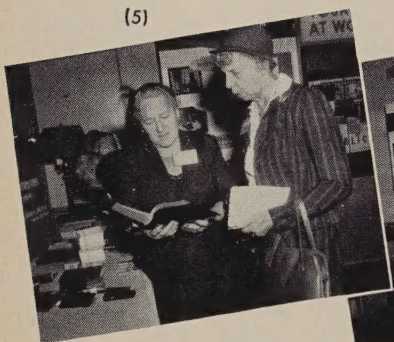
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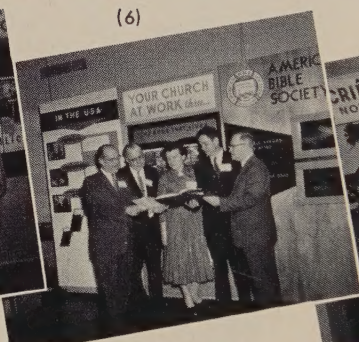
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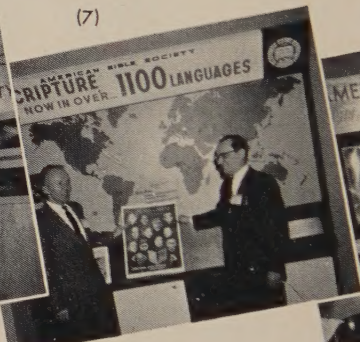
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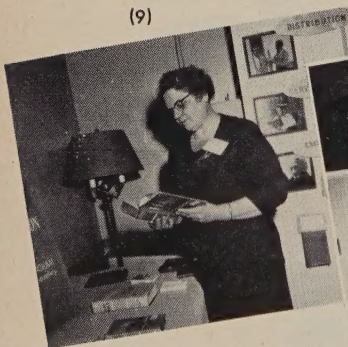
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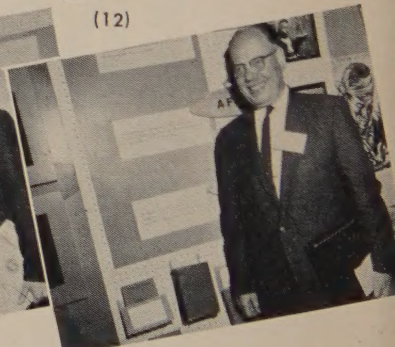
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(1) Dr. R. W. Sockman, minister Christ Church, Methodist, New York City. Delegates and guests to Advisory Council: Left to right, (2) Sec. G. E. Boyce; Rev. K. E. Nye, Congregational Church; Rev. H. Bouma, Christian Reformed Church; (3) Rev. H. K. Hatton and Dr. R. E. Owens, both of Primitive Methodist USA; (4) Sec. J. B. Macbeth; Rev. D. B. Reed, Protestant Episcopal; Dr. J. G. Patton, Presbyterian in US, Sec. L. E. Holmgren; (5) Mrs. E. B. Priebe, Missouri Synod and Librarian M. T. Hills; (6) Sec. J. W. Osberg, Dr. G. M. Cook, Mrs.

C. Kelly, Mr. H. Edds and Dr. W. C. Parry, all Disciples of Christ; (7) Rev. R. H. Ellingson, Evangelical Lutheran Church, and Rev. N. Temme, Lutheran Missouri Synod; (8) Sec. E. A. Nida and Bishop J. Gomez, African Methodist Episcopal; (9) Miss A. Njaa, Evangelical Lutheran; (10) Sec. W. F. Smalley and Dr. H. Teusink, Reformed Church in America; (11) Dr. D. H. Elliott and Rev. R. A. Henning, both of Reformed Presbyterian of N.A.; (12) Dr. W. J. H. McKnight, United Presbyterian in USA.



# Bible Society Record

A JOURNAL DEDICATED TO THE WIDER DISTRIBUTION AND USE OF THE  
HOLY SCRIPTURES

VOLUME 105

FEBRUARY · 1960

NUMBER 2

## Editorial

### A BAG OF SEED

AN experiment of staggering proportions is about to be conducted in India by the National Congress Party. Rukmini Devi, well known Indian woman journalist and lecturer from Madras, describes the manner in which more than 100,000 Congress Party members are getting ready to "disappear" into India's hot, dusty hamlets to spearhead what may turn out to be the world's most gigantic mission of peaceful persuasion. Cabinet ministers and high-ranking party officials will trudge through the countryside in periodic six-day spells to preach the party's gospel of democratic socialism. The operation has been named "Pada Yatra" or "Pilgrimage on Foot." In all, some three million miles of rural India will be covered. The Congress has some four million members on its roll (there are an estimated eight million Christians in India). Not content with pious resolutions, the party has determined to carry its message to the very doorstep of the Indian villager's house. The severest austerity has been prescribed for the "pilgrims." They are to abandon their limousines and servants, carry their own bedding, sleep in the open and make their own cooking arrangements. Each will carry a bag of quality seeds to be distributed to the farmers for the improvement of his crops. A bag of seed! How reminiscent of our symbol of the sower. Is it possible that we can be less concerned about the soul of India, and the world, than political parties? Can we begin a series of "walking campaigns" in countries across the globe that will set ten million Christians marching with the Word of God, their bag of seed!—for the redemption of mankind?



The American Bible Society is eager to meet the challenge of sowing the Word, but it cannot do it by itself. It needs the prayers, the talent and the gifts of every Bible lover. Who will begin the march for Christ and His Gospel? —L.E.H.



# THE GOOD NEWS FOR THE WORLD

By Norman Temme\*

"I hold in my hand a book. It is the most wonderful book in the world. It contains the Good News for all the world."

With these words Dr. Laton E. Holmgren, Secretary of Overseas Distribution, introduced "The Story of a Bible" to the 41st Advisory Council of the American Bible Society meeting in New York on November 17 and 18, 1959.

Love for that book and a desire to share its good news everywhere brought representatives and guests from fifty denominations to counsel with the Society leaders and to review the plans and budget for the coming year. Ever since the year 1919 the Advisory Council has met regularly each year for two days prior to the December meeting of the Board of Managers. The members of the Council have given great assistance in developing income from the denominations which they represent, and have often assumed responsibility for seeing that the Society's interests were represented in the bodies and boards determining the budgets of their respective denominations.

Last year the group met in a New York hotel for the first time, because Bible House facilities had become too small. This year the Council accepted the invitation of Christ Church, Methodist, extended through its pastor, Dr. Ralph W. Sockman, to meet in its commodious quarters just three short blocks north of the Bible House.

## The Story of a Bible

The volume which Dr. Holmgren held in his hand at the opening session was a beautifully bound edition of the new Portuguese Bible recently published by the Brazil Bible Society. Behind this book lies a

\*Mr. Temme is the Associate Director of Public Relations for the Lutheran Church, Missouri Synod.

story typical of the cooperative work the Bible Societies are doing to spread the Good News. The story was presented most vividly and dramatically by the staff Secretaries. As they spoke, a sort of background montage was formed by the use of slides, filmstrips, records, Talking Book records and a dramatic skit by a Brazilian pastor and his wife.

Because language is a constantly changing thing, Bibles that have been in use for years must often be revised into the contemporary idiom of the people. This was especially true of the Brazil Bible, a Portuguese translation originally published in the Far East in the 18th century. Many of its passages were subject to misunderstanding. Often they conveyed a meaning quite different from that which the translator intended almost 200 years ago.

## Translation

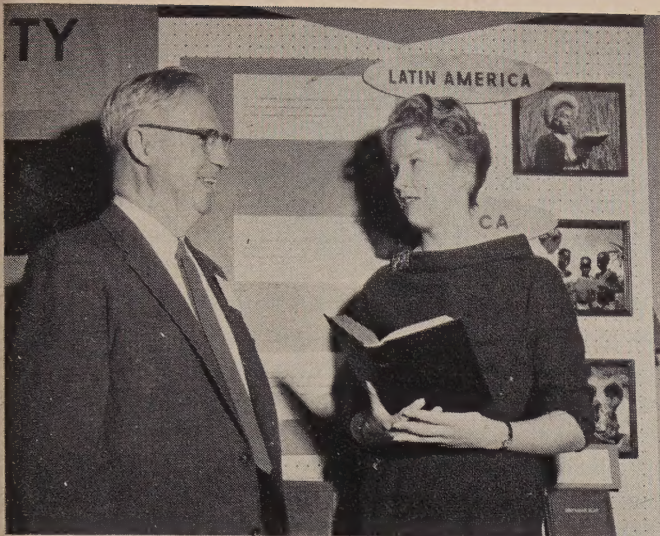
In relating the story of providing a revised and reliable text for the Brazilian people, Dr. Eugene A. Nida, Secretary for Translations, had words of praise for the wonderful help supplied by a team of three scholars on the field: a Methodist, Dr. Antônio De Campos Gonçalves; a Missouri Synod Lutheran, Dr. Paul Schelp; and a Southern Baptist, Dr. Robert Bratcher. "There has never been a time in the history of the world when so many people have been giving themselves to the work of translating the Scriptures," said Dr. Nida. "American churches are investing more than ever before in the work of Bible translators. We must put the tools into the hands of these people so they may be able to use this book profitably and effectively."

Other significant revisions that have just been completed by the Translations Department include the Spanish, the Hiligaynon and the Tshwa Bibles.



The Advisory Council and guests assembled on November 17, 1959. Forty-seven denominations were represented. (See roster on page 22.)





The Rev. Claude E. Leavers and Miss Barbara Wolfe discuss her experiences as a Russian-speaking guide at the Moscow Book Exhibit

Revisions currently in process are: the Luvale Bible, the Cebuano Bible, the Ilocano Bible, the Tshiluba Bible, the Arabic Bible. Each new revision requires a heavy investment in personnel, material, composition, plates, etc. A single revision often takes as long as ten years or more to be completed.

### Production

The American Bible Society encourages the production of Bibles on the field, if facilities are available and economies justify it. "When we had the Macedonian call from Brazil, 'Come over and help us with the production of the Scriptures,' we answered the call," declared John B. Macbeth, Superintendent of Production and Supply. He stressed that more and more attention is being given today to the physical make up of a Bible. "Books must be in a medium that will attract and hold attention. The book in the language of the people, in an attractive form which the people will recognize as their own, is not a luxury but an essential. Competition from secular literature has grown so keen throughout the world that it has become necessary to make careful studies of the size, shape, format and even color of Scripture books so they will more widely appeal to the new or disinterested reader," Mr. Macbeth reported.

### Distribution

Miss S. Ruth Barrett, Secretary of the Work for the Blind, and recent recipient of the Migel Medal for outstanding service to the blind, continued the story of the Bible. She emphasized the importance of this new Bible for Brazil's blind population. Miss Barrett pointed out that a Braille Bible serves all age levels. It is often a textbook for the blind child in the

schools. On other occasions it serves as the sole companion of the adult, particularly of the aged blind.

"To bring God's Word in greater measure to the blind in every land, this is our task," said Miss Barrett. The Advisory Council took special note of the fact that the year 1960 marks the 125th anniversary of the publication of Scriptures for the blind by the American Bible Society. (See Findings Report, p. 26.) The entire Bible is now available on 170 records, all very much in demand; the embossed Scriptures for the blind are being sent out by the Society in 42 languages.

"The Story of a Bible" was related by Dr. Holmgren. He described the program of distribution of Bibles in Brazil, fourth largest country in the world, and numbering more than 65 million people. "Every third person in Brazil today can have a copy of the Scriptures," he said.

### The Brazil Bible Society

The American Bible Society began work in Brazil in 1836. Since June of 1948 the Brazil Bible Society has been recognized as an independent society, having its own board of directors, its own advisory council, its own administrative staff. This, too, is typical of the development of the Society's work in other lands.

Dr. Holmgren's tribute to the cooperative spirit existing between the Brazil and the American Bible Societies is verified in a letter received from the Rev. Ewaldo Alves, Executive Secretary of the Brazil Bible Society. He writes: "Without the help of our brethren in churches in the United States, it would not have



Mrs. Dora Vasconcellos, Consul General from Brazil, receives copy of the new Portuguese Bible from Secretary James Z. Nettinga



been possible for our Society, during the eleven glorious years of its existence, to effect the distribution of twenty millions of volumes of Scriptures at the rate of one million every seven months. May we also express the hope that in view of the magnificent growth of the evangelical movement in Brazil we may continue to count on the wonderful help and cooperation of our brethren in the churches in both the United States and Brazil."

The new Bible for Brazil, its story having been told, was presented at the noon luncheon to Mrs. Dora Vasconcellos, Consul General from Brazil to the United States, by Dr. James Z. Nettinga, Secretary of Education and Information. In accepting it on behalf of her people she said, "Although we are a Catholic country, we treasure the legacy of the Bible. I myself in the year 1943 had a period of great

distress in my life. It was the Bible which helped me through. It gave me great solace in all the trouble I had. Often I spent entire nights in reading the Bible."

Bibles in Russia

The "head table" was distinguished with feminine charm at that first luncheon. Featured speaker was young, attractive minister's daughter, Miss Barbara Wolfe, whose father serves The Brick Church, Presbyterian, in Manhattan. Miss Wolfe was a Russian-speaking guide at the Book Exhibit of the 1959 Moscow Fair. Charged with the responsibility of looking after a representative collection of 8,000 books, Miss Wolfe related the difficulty in keeping the exhibit stocked with Bibles. The books would disappear in most ingenious ways faster than the American Bible Society and other sources of supply could stock them.

(Continued on page 29)

Members Who Attended the 1959 Advisory Council

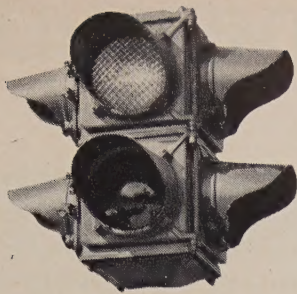
DENOMINATIONS	REPRESENTATIVES
Advent Christian.....	Rev. J. Howard Shaw
Adventists, Seventh Day.....	Rev. C. W. Bozarth
Assemblies of God.....	Rev. Francis R. Millard
American Baptist Convention.....	Dr. Ralph M. Riggs
	Dr. Shields T. Hardin
	Mr. LeRoy M. Weimert
Baptist General Conference of America.....	Rev. Lloyd W. Dahlquist
National Baptist Convention of America.....	Dr. William M. Downs
Seventh Day Baptist General Conference.....	Rev. C. Harmon Dickinson
	Rev. Leon M. Maltby
Southern Baptist Convention.....	Dr. Porter Routh
	Dr. James L. Sullivan
Church of the Brethren.....	Dr. Warren F. Groff
The Christian Churches (Disciples of Christ).....	Dr. Gaines M. Cook
	Rev. W. Harold Edds
Christian and Missionary Alliance.....	Rev. W. F. Smalley
	Rev. Bernard S. King
Christian Reformed Church.....	Rev. Hessel Bouma
Church of God (Cleveland, Tennessee).....	Rev. A. M. Phillips
Churches of God in North America (General Eldership).....	Rev. Alvin S. Link
Community Churches.....	Rev. Richard I. Porter
Evangelical Congregational Church.....	Bishop Harold H. Scanlin
Evangelical Covenant Church of America.....	Dr. Clarence A. Nelson
Evangelical Free Church of America.....	Dr. Arnold T. Olson
Evangelical United Brethren Church.....	Dr. Raymond M. Veh
American Lutheran Church.....	Dr. Roald E. Braulick
Augustana Lutheran Church.....	Dr. P. O. Bersell
	Dr. T. A. Gustafson
Evangelical Lutheran Church.....	Rev. Richard H. Ellingson
	Miss Arna Njaa
Finnish Evangelical Lutheran Church (Suomi Synod).....	Mr. A. Saarisuu
Lutheran Church—Missouri Synod.....	Dr. O. C. J. Hoffmann
	Dr. Adolf F. Meyer
	Dr. L. Meyer
Slovak Evangelical Lutheran Church.....	Dr. Paul Rafaj
United Lutheran Church in America.....	Dr. Harold S. Miller
United Evangelical Lutheran Church.....	Rev. Dolliver D. Thogerson
Mennonite Church.....	Mr. A. J. Metzler
General Conference Mennonite Church.....	Mr. Walter H. Temple
The Methodist Church.....	Mrs. Frank G. Brooks
	Dr. Thomas B. Lugg
	Rev. Joseph S. Ploughe
African Methodist Episcopal Church.....	Bishop Joseph Gomez
African Methodist Episcopal Zion Church.....	Bishop W. J. Walls
Christian Methodist Episcopal Church.....	Bishop Luther Stewart
Free Methodist Church of N.A.....	Rev. Alfred S. Hill

DENOMINATIONS	REPRESENTATIVES
Primitive Methodist Church, U.S.A.....	Rev. Harold K. Hatton
	Dr. Richard E. Owens
Wesleyan Methodist Church of America.....	Rev. B. H. Phaup
	Mrs. Ruby Reisdorph
Moravian Church, Northern Province.....	Dr. Edwin W. Kortz
Church of the Nazarene.....	Rev. Ponder W. Gilliland
	Rev. Orville W. Jenkins
Presbyterian Church in the U.S.....	Dr. James G. Patton
United Presbyterian Church, in the U.S.A.....	Rev. Frederick E. Christian
	Miss Ruth Elliott
	Dr. W. J. H. McKnight
Associate Reformed Presbyterian Church.....	Mr. W. H. Stuart
Cumberland Presbyterian Church.....	Rev. H. Shaw Scates
Reformed Presbyterian Church of N.A. (Covenanters).....	Dr. D. Howard Elliott
	Rev. Robert A. Henning
Protestant Episcopal Church.....	Rev. David B. Reed
Reformed Church in America.....	Rev. Leroy Nixon
	Dr. Howard G. Teusink
United Church of Christ (Congregational Christian).....	Mr. Harold B. Belcher
	Rev. Kenneth E. Nye
	Rev. Albert C. Ronander
United Church of Christ (Evangelical and Reformed).....	Rev. Clarence H. Moatz
	Rev. Benedict W. Tannler

The following guests attended the Advisory Council:

Evangelical Covenant Church.....	Dr. Theodore W. Anderson
Protestant Episcopal Church.....	Miss Elizabeth C. Beath
Associate Reformed Presbyterian Church.....	Mrs. R. M. Bell
National Association of Evangelicals.....	Dr. C. C. Burnett
Reformed Church in America.....	Rev. A. A. Dykstra
The Methodist Church.....	Miss Frances Eshelman
Mennonite Church.....	Mrs. Fred Gingerich
Southern Baptist Convention.....	Miss Alma Hunt
	Miss Josephine Jones
Ohio Christian Women's Fellowship (Disciples).....	Mrs. Chloe E. Kelly
Dr. Kenneth G. McMillan.....	British & Foreign Bible Society in Canada
Southern Baptist Convention.....	Mrs. William McMurray
American Baptist Convention.....	Mr. Roy I. Madsen
Southern Baptist Convention.....	Mrs. R. L. Mathis
General Conference Mennonite Church.....	Mrs. Doris B. Miller
National Council of Churches.....	Dr. Wilbur C. Parry
Lutheran Church—Missouri Synod.....	Mrs. E. B. Priebe
Slovak Evangelical Lutheran Church.....	Mrs. Paul Rafaj
Lutheran Church—Missouri Synod.....	Dr. Walter Roehrs
Evangelical Congregational Church.....	Bishop J. A. Smith
American Baptist Women.....	Mrs. Stanley I. Stuber
Evangelical Foreign Missions Association.....	Rev. Clyde W. Taylor
Lutheran Church—Missouri Synod.....	Rev. Norman Temme





# STOP OR GO?

THE monthly publication of governmental agencies showing cost of living indices are probably unnecessary reminders that each year more money is required to purchase the same amount of goods and services. A recent newspaper article illustrated the situation by using the Bureau of Labor Statistics cost of living index to show that goods and service costing \$1.00 in 1950 would be priced at \$1.24 in the fall of 1959. Many economists view this steady rise in prices as a built-in feature of our economy, with demands for goods and services being strengthened and sustained by a rapidly expanding population and a governmental policy calling for full employment.

American church members have risen to the challenge of keeping their denominations abreast of rising costs and have even provided enough funds to permit actual expansion of the work throughout the world. A mission publication reports that total support of churches by members in 1958 had increased by 113 percent when compared to support in 1950. Unfortunately, the American Bible Society has had to carry on with a much smaller proportion of increase—amounting to only 80 percent during the same period. The reason for this inauspicious support is evident in a comparison of the amounts received by the Society in gifts from individuals and churches during the period. These gifts, which made up 72 percent of the Society's budget income in 1950, had dropped to 64 percent in 1958. It is no wonder that the Society has been confronted with budget deficits in six of the years since 1950.

The budget approved by the Board of Managers for 1960 recognizes this adverse trend by calling for an increase of only \$118,000 or 3 percent of the 1959 budget. This is the second smallest increase in year-to-year budgets in the last ten years. Essentially, the Society's 1960 budget provides only for the increased costs of goods and services necessary to continue its present operations.

This represents a step backward. Consider for a moment the vastly increased demands made on the Society since 1950. Distribution in 1950 was reported as 11,056,584 volumes of Scripture. By 1958 the total had risen to 16,629,486 volumes. Yet with the world's literacy and birth rates climbing rapidly, even this remarkable increase in total Scripture distribution is inadequate to meet the demands throughout the world. Increased numerical demand for the Scriptures is compounded by the increased cost of supply. Let us consider the cost of one book. An inexpensive

Bible, a standard evangelical tool, which cost the Society 44¢ to produce in the United States in 1950, has gradually risen to a present cost of 69¢, with further increases expected.

An attempt to keep abreast of the rising demand for ever more costly Scriptures has caused the Society to eliminate or defer many items which should have been included in the 1960 budget. Such as important overseas printing facilities: for Brazil—\$75,000, India—\$150,000, Congo Basin—\$50,000, in addition to other items totaling \$307,500, were not included in the 1960 budget.

The green light is on for the Society to move forward. In the effort to challenge the world with the Scriptures the only red light down this road is the limitation imposed by insufficient income. The gift you send today for the Society's program will determine whether we stop or go tomorrow. —C.W.B.

## The 1960 Budget

### Estimated Regular Income, 1960

From Churches.....	\$ 990,000
From Individual Donors.....	1,350,000
From Annuities, Legacies and Trust Fund Incomes.....	1,625,000
From Miscellaneous Sources.....	38,000
	<u>\$ 4,003,000</u>

### Proposed Expenditures, 1960

		Needs Not Included in the 1960 Budget
For Distribution of Scriptures in U.S.A.....	\$ 968,968	\$ 50,000
For Distribution of Scriptures Abroad.....	1,495,573	395,000
For Translations and Plates.....	327,754	53,000
For Encouragement of Bible Reading; the <i>Bible Society Record</i> , etc....	479,313	45,000
For Worldwide Bible Reading.....	130,000	15,000
For the Promotion of Income.....	375,115	24,500
For Administration, Treasurer's Office, etc....	226,277	
Total General Expenditure.....	<u>\$4,003,000</u>	<u>\$582,500</u>



# THE EVERLASTING

By the Rev.

IT was my privilege to see firsthand the Christians of India in the framework of their own church. The day of the "missionary" in the former sense has been succeeded by the "fraternal worker," whose object is not to bring methods and messages from his mother country, but to work alongside those who are striving to build an indigenous church. To be a self-governing church does not imply that they can be a self-supporting church. To be an indigenous church does not indicate that they can go their way without the prayers, interest, gifts and services of Christians of other lands.

One cannot avoid mentioning the extreme poverty of the nation. Long periods of drought with temperatures soaring to 115 degrees and more have caused serious food shortages. What grains are available may be had at high prices. The average wage of an un-

Dr. Mallett is Minister of the First Presbyterian Church in Hutchinson, Kansas.

skilled worker is one rupee, or around 27¢ a day. A recent letter carries the information that the members of the congregation in a small village had to go four months this year on only two scant meals a day and some were fortunate enough to have meat once a week. This is the vital factor in relation to the distribution of the Word of God.

To meet this economic problem the Bible Society cooperates very closely with the church to make the Scriptures available to every seeker and inquirer. The sacrificial and consecrated gift of the Scriptures is matched by the devoted sacrifice of those who eagerly desire a copy of the Scriptures.

The most effective distribution of the Scriptures is being done by the national Christians themselves. In Etah in northern India it was a thrill to meet Mr. Veer Lall, a handsome young Indian Christian. Week after week, month after month, he mounts his bicycle, equipped with two small suitcases of Bibles, Portions,



These children are reading a Marathi Bible in an Indian home—only one of the many Christian homes in India that received a Bible during the past year



# IGHT FOR INDIA

Mallett, D.D.\*



Visitors looking at exhibits at a Bible Society exhibition at Madanapalli, a branch of the Bangalore Auxiliary

tracts and other literature. Going from village to village, he distributes the material at every opportunity. Sometimes he encounters trouble with the Hindus, who at times engage in counter-revivalism, trying to win back Christians to the Hindu faith. At other times, his bicycle may be upset by Communists, who also oppose the Christian infiltration. Yet with a smile and a song, he picks up his task with real devotion.

Similar work was being done out of the village of Borpadle. The congregation worshiped in what would appear to be an ancient stable. Three mud walls enclosed us beneath a canopy of bamboo poles and thatch overhead. More than one hundred squatted on the floor and listened raptly to the message as it was brought through an interpreter. The floor and the walls had been plastered with fresh cow dung and allowed to harden. This prevents erosion from the rain and dust.

After the service, we walked about a half mile to a small hill at the edge of the village where the congregation had purchased a site for a new building. There I was introduced to four "Bible women" who

went out from Borpadle to many other villages, teaching the word and distributing Bibles, tracts and Portions. They, too, went their cheery Christian way without remuneration, accepting only what villagers would offer them.

A great need existed in the city of Etawah, where a courageous work is being carried on by a national pastor, Rev. J. T. Saunders. His congregation meets in an Anglican church, abandoned by its congregation when the British evacuated India. A former government worker, Pastor Saunders gave his heart to the Lord after his wife had been miraculously healed from a disease.

One of his many projects is operating a library in the bazaar or downtown market. On the second floor above a shop is a library perhaps twenty by thirty feet. The books and magazines are limp from being thumbed over so many times. Up to eighty people an evening crowd into the tiny quarters. The number of books and magazines is pitifully small compared with even the poorest library in America. Additional Scriptures, Portions and tracts could be used in unlimited numbers. It is interesting to note that the only objects which may be sent to the people in India duty-free are books and magazines. On any other items, the duty may rise as high as 125% of the cost in America!

In Kanpur, I visited with a representative of the Bible Society and discovered that to the north

*(Continued on page 31)*



Interested Indian Villagers examine the Scriptures being distributed by a "Bible woman"



# Advisory Council Findings

THE worldwide Christian church exists today that the Gospel of Jesus Christ may be proclaimed to every race and nation. In these days of tremendous social, political and economic change, with their own spiritual "principalities and powers," we are challenged with opportunities and needs, at home and abroad, that far exceed our limited resources. Aware of our individual inadequacies, we realize how much we are dependent on the grace of God, working in us, to strengthen our hands toward the fulfillment of His purpose for the world. We are deeply conscious of our common need for the United Bible Societies to which we are related through participation in the American Bible Society, as they provide the essential evangelical tool—God's written Word in the many languages of His people.

## I.

The excellent work of the entire staff of the American Bible Society is recognized as they have faithfully served the churches through the years. Their able stewardship of the funds, which are so inadequate to the pressing needs of the day, is duly appreciated by the Advisory Council.

The Advisory Council commends the American Bible Society for its efforts to streamline its operations in order to meet the challenges of these days through

the review of its structure and a study of its long-range plans, particularly in the creation of regional offices for more effective national distribution.

Through the presentation, made to the Council, of the Brazil Bible Society's accomplishment in revising and publishing a modern Portuguese Bible, appreciation has been gained of the great effectiveness of that Society. The Advisory Council congratulates the Brazil Bible Society for the completion of this task.

## II.

The Advisory Council is fully aware of the sobering fact that the present rate of distribution of the Scriptures is a mere beginning toward meeting the population growth of the world, not to mention the needs of the new literates. We also realize that trends in some nations tend to restrict not only the importation of Scriptures to many countries but also missionary programs of the denominations. To implement more effectively the missionary thrust of the churches, the American Bible Society is urged to continue and strengthen its work in the following areas of service:

A. The translation and revision of the Scriptures into the languages of the world so as to provide the churches with the written Word which bears faithful and idiomatic witness to the Gospel.

(Continued on page 28)



Members of Findings Committee (l. to r.): Rev. C. W. Bozarth, Dr. R. M. Riggs, Rev. L. Nixon, Rev. P. W. Gilliland, Dr. A. T. Olson, Mr. A. J. Metzler, Dr. J. G. Patton, Rev. D. B. Reed, Dr. R. M. Veh, Dr. G. M. Cook, Rev. N. Temme, Dr. W. J. H. McKnight, Rev. A. C. Ronander, Rev. R. I. Porter, Dr. O. C. J. Hoffmann, Dr. P. Routh and Dr. R. E. Braulick.



# Stories in Pictures . . .



**Gift to Bible Society from Haile Selassie:** A manuscript copy of the Gospels in Amharic, a gift of His Imperial Majesty Haile Selassie I, was presented to the American Bible Society at the December meeting of the Board of Managers. The presentation was made on behalf of the Emperor by Tesfaye Roba, Acting Consul General of the Ethiopian Delegation to the United Nations. The Rev. Dr. Eric M. North, Consultant for the Bible Society, received it and pointed out the fact that the Gospels in Amharic, the official language of Ethiopia, were transcribed on parchment, richly bound in red leather, at the direction of the Emperor as an expression of appreciation for a Bible given to him by the Society.

The presentation opened the holiday display at the Bible House of the Christmas message in more than 200 languages. The United States Information Service sent a picture story to all its worldwide offices, and News of the Day sent cameramen to cover the event for its overseas service. Monitor, a special events program of N.B.C., also covered the exhibition and interviewed the Rev. Ming Chao, Dr. Fidel Galang of the Philippines, Mr. Karel Nikijuluw of Indonesia and Miss Renée Wiesmann of the Translations Dept., who read the Christmas message in Thai, Pampango, Malajoe, French and German.



**Dr. Darlington Cited:** The Rev. Dr. Gilbert Darlington (Right), Investment Officer, and former Treasurer of the American Bible Society, received an engraved silver platter "in recognition of his services to Christian philanthropy" at a luncheon of the Tenth Conference on Gift Annuities at the Hotel Park Sheraton, December 1st. Mr. Charles W. Baas, Conference Chairman and Treasurer of the Bible Society, made the presentation, following the introduction of Dr. Darlington (as "Mr. Gift Annuity") by Dr. George Huggins, Consulting Actuary.

Another speaker who paid tribute to Dr. Darlington was Dr. John Harriman, Economist, Tri-Continental Corporation, Professor of Finance, Graduate School of Business Administration, New York University, who said, "I am a neophyte member of the Finance Committee of the American Bible Society. May I confess to you that I didn't know until a short time ago that Dr. Darlington had 'retired.' I had been observing him at work at a pace to outstrip most of us."

This Conference, of which Dr. Darlington served as Chairman from 1939 through 1958, is composed of charitable organizations issuing gift annuity agreements. One hundred and ninety-eight delegates representing one hundred and fifty-three organizations attended the Conference.



**Bible Exhibition in Japan:** An important part of the centennial celebration of Japanese Protestantism was an exhibit prepared by Mr. Shiro Suzuki and his colleagues, which was displayed on the first floor of the Bible House in Tokyo. Fraternal Secretary McCombe writes that the display attracted over two hundred persons per day to see the artifacts telling the story of the Bible's history in Japan.



## ADVISORY COUNCIL FINDINGS:

(Continued from page 26)

B. Wherever possible, special emphasis be given to the development of publication facilities in those countries where importation is likely to be curtailed.

C. The printing of Scriptures in attractive formats with large type, brightly colored covers and interesting pictures.

D. The ministry of the printed Word of God to disenfranchised groups in the United States, such as migrants, prisoners and delinquents.

E. Free distribution of Scriptures to the Armed Forces with emphasis on the role of the Society as an agent of the home church.

In view of the fact that 1960 marks the 125th Anniversary of the publication by the American Bible Society of Scriptures for the blind, the Council recommends that special observances be made of this ministry in the coming year. The recent national recognition given to Miss S. Ruth Barrett, Secretary of the Work for the Blind, by the awarding of the Migel Medal from the American Foundation of the Blind, is a significant preliminary to such an anniversary year, and the Council congratulates her on this award. It further recommends that Braille and Talking Book records continue to be made available, especially in major languages, toward the completion of Bibles.

### III.

The Council is aware of the fact that the budget of the American Bible Society, however challenging,

reflects only in part the new dimensions of the global task. In a time when every church is setting new goals and making greater sacrifices for the church's world mission, it is essential that the availability of Holy Scriptures be similarly increased. The reverse trend in giving by the churches, which, although gradually increasing their gifts, covers a smaller proportion of the American Bible Society's program (from 38% in 1948 to 24% in 1958), is a source of concern to the Advisory Council. To assure a measure of giving consistent with the expanding needs of the churches, and the growing program of the American Bible Society acting as their recognized agency, it is recommended:

A. That wherever possible, the American Bible Society be brought into a closer relationship with the official organization of the denomination and that the American Bible Society staff explore the most effective liaison contacts to accomplish this goal.

B. That representation of the churches on the Board of Managers be effected within the framework of the existing constitution of the American Bible Society.

C. That every cooperating denomination establish new goals of support for the American Bible Society commensurate with the increased budget allocations for the church's world mission.

D. That stronger emphasis be given to Universal Bible Week as an occasion for education about, and support of, the Bible Societies' Worldwide program. (In 1960, the dates for this week are December 4-11)

(Continued on page 31)

## Announcing:

## CONGO HANDCLASP CONGO CLOSE-UP

THE American Bible Society announces two new 35-mm filmstrips in color (8 minutes each) for church schools, missionary groups and Daily Vacation Church schools.

"Congo Handclasp", for children six through twelve, tells the story of Constant Mazumbu, a little boy in the Belgian Congo, his family, his friends, the school at Kafumba and his New Testament.

Filmstrip with Script and 33 $\frac{1}{3}$  RPM record, \$1.50 Sale

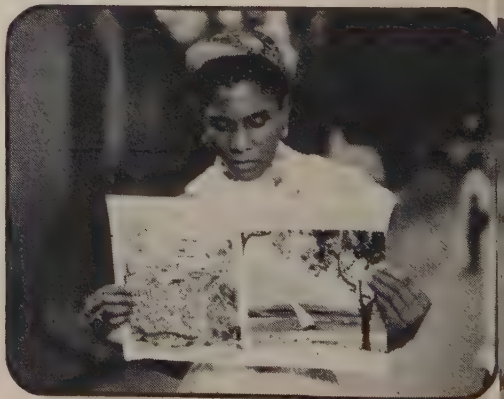
Filmstrip with Script (no record), \$1.00 Sale

"Congo Close-Up", for young people and adults, shows the people of the vast Congo Basin, their villages, markets and modern cities, churches and schools, and the important work of Scripture translation, publication and distribution being carried on by the Bible Societies as the agencies of the churches working in the Congo.

Filmstrip with Script and 33 $\frac{1}{3}$  RPM record, \$4.00 Sale

Filmstrip with Script (no record), \$3.00 Sale

Orders may be sent to your nearest Bible Society office, or to the Audio-Visual Department, 440 Park Avenue South, New York 16, N. Y. (See coupon on page 30.)





"Religion is not a dead issue in the Soviet Union," concluded the young American on the basis of her interesting experiences in Moscow this past summer.

### Council Concerns

Even during the luncheon the Advisory Council kept at its primary purpose of offering counsel and advice. A staff member and a member of the Findings Committee were seated at each table, charged with the responsibility of hearing advice and taking notes from their eight table-mates.

### The Budget

Another problem of major concern for this Advisory Council had to do with the budget, and the obvious need of making the program of the Society more of an integral part of the work of many denominations. To this subject the assembly devoted the major portion of the second day.

The picture painted by Treasurer Charles W. Baas was not etched in the brightest of hues. For the past five years the Society has operated at a deficit. There are no more reserve funds. Income from invested funds has been used in annual budgets wherever possible. The Society has now reached the limit in using funds "which prudently should have been held for a rainy day."

Even more alarming is the fact that giving by the churches covers a smaller proportion of the Bible Society's dollar with each succeeding year. In 1948 gifts from the churches supported 38% of the Society's program, but in 1958 only 24% of the income came from the churches. Five years ago the Advisory Council expressed concern with this trend and recommended that the churches which gave \$826,000 in 1954 increase their goals to a total of \$1,400,000 to be reached by 1958. But the 1958 receipts from churches was only \$895,422,—far short of that goal!

The proposed budget for 1960 actually shows a reduction in anticipated income from the supporting churches, from \$1,100,000 in the 1959 budget to \$990,000 in 1960. Explains Treasurer Baas: "We've got to be realistic. The money simply isn't coming in from the supporting churches. It now appears that we won't come close to reaching our anticipated goal from the churches in 1959." The recommended budget of the Society for 1960, \$4,003,000, represents an increase of only 3%, the second smallest increase in the past ten years. This figure, too, is based on realism rather than on need, emphasized Mr. Baas.

Obviously, something is wrong. While gifts from the churches remain at a fairly static figure, costs of translation, production and distribution are constantly rising. Let one simple illustration suffice:—it costs the Society 14¢ to mail a Bible today that

used to be sent for 3¢. Staff members reported surprise on the part of some church leaders when they were made aware of the financial needs of the Society.

The churches can no longer take the supply of the Scriptures for granted. Whatever the difficulties have been and are, the time for action is now! A way must be found to increase the concern, and with it, the tangible gifts of the supporting churches. Next year may be too late for some nations. A Findings Committee which burned the midnight oil and gave every spare minute to its assigned tasks offers some very direct and purposeful suggestions to the churches with regard to this growing financial problem. Be sure to study them! Then apply them!

### Administration

At the same time the executive Secretaries reported that the American Bible Society is re-examining its own program in the light of the many neglected opportunities before it. "Every activity of the Society is under scrutiny," they said, "except the basic purpose to encourage a wider circulation of the Holy Scriptures without note or comment." Surveys are in progress to determine new ways for national and international Bible distribution. "Yesterday's excellent way may not be good enough for today," is the present attitude among staff members.

According to a reappraisal of the Society's work in this country, its distinctive missionary obligation should include greater Bible distribution to such groups as prisoners, delinquent youths and their families, migrants, the blind, ethnic groups, military personnel and "unreached masses in large cities." The Findings Report supports this view and encourages the practice of free distribution of the Scriptures to the Armed Forces, with emphasis on the role of the Society "as an agent of the home church."

Of the total overseas Scripture circulation, about half is now going to countries in Latin America. In the last ten years circulation there increased from less than two million to nearly five million volumes, of which the American Bible Society provided about 70 percent.

In Asia, the Society aided Scripture distribution efforts which last year resulted in the circulation of more than 3,310,000 copies. In the Philippines, distribution figures went up by 37 percent.

A cause for rejoicing? Indeed! Yet, "the sobering fact is that the present circulation of the Scriptures does not even approximate the fantastic growth in the world's peoples. To do this would mean that, as a minimum, circulation should be doubled at home and tripled abroad during the next four years. Despite our best efforts with present levels of support, the Bible Societies are unable to provide even one copy of the Scripture for each new literate every

(Continued on page 31)



Announcements . . .

Bible Society Record

Published Continuously Since 1818

A Journal Dedicated to the Wider Distribution and Use of the Holy Scriptures

Editors: THE SECRETARIES

Address correspondence to the Managing Editor 450 Park Avenue New York 22, N. Y.



Vol. 105 FEBRUARY 1960 No. 2

December Meeting of the Board

A meeting of the Board of Managers was held at the Bible House on Thursday, December 3, 1959, at 3:30 p.m., President Daniel Burke, LL.D., in the Chair.

Devotional exercises were conducted by Secretary Nettinga.

The resignation of Mr. Reginald S. Wareham was received and accepted with deep regret.

The budget for 1960 was considered and adopted.

A report on the meetings of the Bible Society's Advisory Council, November 17 and 18, was presented by Secretary Taylor.

On behalf of His Imperial Majesty Haile Selassie I, Tesfaye Roba presented to the Board a manuscript copy of the four Gospels in Amharic, the official language of Ethiopia.

It was reported that a total of 1,173,348 volumes of the Scriptures was distributed in the United States during the third quarter of 1959.

A first edition set of the Small Volume of Scripture Passages on two 10-inch

Spanish Talking Book records was presented to the Board. It was also reported that as of October

31, a total of 121,025 copies of The Christmas Message "... on earth Peace" have been distributed to the Armed Forces. The purchase of an Austin Station Wagon to be used as a Bible van in Upper Egypt for reaching the numerous villages along the Nile was approved.

DAILY BIBLE READINGS

1960 FEBRUARY			1960 MARCH		
Day	Book	Chapter	Day	Book	Chapter
1	Luke	7:18-35	1	Luke	20:19-40
2	Luke	7:36-50	2	Luke	Lent,
3	Luke	8:1-18	3	Isaiah	53:1-12
4	Luke	8:19-39	4	Luke	20:41-21:9
5	1 Corinthians	1:26-2:13	5	Acts	22:30-23:15
6	Acts	18:1-22	6	Acts	23:16-35
7	Luke	8:40-56	7	Luke	21:10-28
8	Luke	9:1-17	8	Luke	21:29-22:6
9	Luke	9:37-62			22:7-23
10	Luke	11:14-36			
11	Luke	11:37-54			
12	Acts	18:22-19:22			
13	Acts	19:23-20:12			
14	Luke	12:1-12			
15	Luke	12:41-59			
16	Luke	13:1-17			
17	Luke	13:18-35			
18	Luke	14:25-15:10			
19	Luke	16:1-18			
20	Acts	20:13-38			
21	Acts	21:1-16			
22	Luke	16:19-31			
23	Luke	17:1-19			
24	Luke	17:20-37			
25	Luke	18:18-43			
26	Luke	19:1-27			
27	Acts	21:17-39			
28	Acts	21:40-22:29			
29	Luke	20:1-18			

A list of Daily Readings for the entire year may be obtained by writing to the Publicity Department, 450 Park Avenue, New York 22.



Secretary Paul Collyer

Mr. Collyer Accepts New Post

Secretary Paul Collyer submitted his resignation at the November meeting of the Board of Managers to accept a position as Executive Secretary of the Buffalo Council of Churches, Buffalo, New York.

Paul Collyer joined the American Bible Society as an Assistant Secretary in the Overseas Department on November 1, 1948. He was made an Associate Secretary in 1952 and an Executive Secretary in 1955. He was responsible for the administration of the work in Europe, the Middle East and Latin America. During the years he was associated with the American Bible Society, overseas circulation increased from 4,095,254 volumes in 1949 to 7,440,508 volumes in 1958.

In 1940, Mr. and Mrs. Paul Collyer went to China as missionaries of the American Baptist Foreign Mission Society. They were just beginning language study when the approach of World War II required their speedy transfer to the Philippines, where they were taken prisoners by the Japanese Army and held as civilian internees until February 1945. Mr. Collyer returned to the U.S.A., where he became Director of the World Mission Crusade of the American Baptist Convention, and later Director of Missionary Promotion for the State of New York of his denomination. We pray God's richest blessing on him as he assumes these new responsibilities.

AMERICAN BIBLE SOCIETY, AUDIO-VISUAL DEPT., 440 PARK AVE. SO., NEW YORK 16, N.Y.

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CONGO CLOSE-UP

- ☐ Filmstrip with script and 33 1/3 RPM record \$4.00
- ☐ Filmstrip with script (no record) \$3.00



Ordered by and send to:

(These filmstrips are not for rent.)

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CITY..... STATE.....

(Name of Church or Organization)



## THE GOOD NEWS *(Continued from page 29)*

year. None of us can be content with the present rate of circulation, which is still too low to meet minimum world needs and opportunities." Thus the staff reported to an inquiring Advisory Council.

### A Common Task

A sense of urgency prevailed at all sessions. "We don't believe in the old adage that the only way to make progress is to go downhill!" said the Rev. Gerald E. Boyce, newly appointed Associate Secretary in the Ways and Means Department. As the meeting moved along, it became obvious that others had his same spirit and shared his feelings. "Since we came together here this morning the world has increased by thirty thousand people," observed Dr. Henry Smith Leiper of the Congregational Christian Churches. "People take for granted the availability of the Bible when it is not available—even here," he concluded.

The occasional rumble of the subway trains outside the one wall of the meeting room in the basement of Christ Church, and of New York Central trains going by on still another side, caused Dr. Oswald C. J. Hoffmann, Director of Public Relations for The Lutheran Church—Missouri Synod, and chairman of the Tuesday afternoon sessions, to comment on the fast-moving world in which we find ourselves and of the urgency of the task before us to share the Good News "while it is day."

The fast-moving pace of the two-day Advisory Council docket in itself served to highlight the importance of the hour. In order to keep the agenda on schedule and the long line of speakers moving, an ingenious set of miniature traffic signals was employed. More than one would-be orator was brought up short and kept in bounds by a green light suddenly turning red. "I see the light has changed and I must finish now," became the by-word of the hour.

For the American Bible Society and its worldwide program the light is still green! Staff executives still have our "Go ahead" sign! How much longer will this remain true? That depends upon the prayerful and conscientious concern with which more than fifty denominations fulfill their pledges to support the American Bible Society in its work of translating, publishing and distributing the Good News. Let's keep the light green!

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### ADVISORY COUNCIL FINDINGS

*(Continued from page 28)*

and the theme suggested is "The Book for Everyone.")

E. That more extensive use be made of the Speak-

er's Kit to assist laymen in the presentation of the world's Bible needs.

F. That those who make use of the American Bible Society's services be encouraged to inform responsible church leaders on its value to their ministry.

G. That the 1960 budget of \$4,003,000 be endorsed and recommended to the Board of Managers for adoption.

### IV

Finally we look forward. We see in the 150th Anniversary of the American Bible Society's founding an opportunity for issuance of a call for greater use and study of the Bible, and we urge each denomination to designate that year 1966 as a time for special emphasis on Bible reading and sharing. Our humble prayer to Almighty God is that the work He has blessed through the Bible Societies in the past be further strengthened as they serve in the total outreach of His Church to the World, in years to come. Amen.

*Respectfully submitted,*

James G. Patton, Chairman  
David B. Reed, Secretary  
R. E. Braulick  
A. T. Olson  
R. M. Riggs  
R. M. Veh  
C. W. Bozarth  
Gaines M. Cook  
O. C. J. Hoffmann

T. B. Lugg  
W. J. H. McKnight  
Leroy Nixon  
A. C. Ronander  
A. J. Metzler  
Richard I. Porter  
Porter Routh  
Norman Temme  
Ponder W. Gilliland

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### THE EVERLASTING LIGHT *(Continued from page 25)*

Scriptures were being distributed among construction crews on dams and bridges. These were in the various languages of India and Russian. I was told that the demand for the Scriptures in the languages and dialects was so great it was difficult to keep copies overnight.

In Calcutta, I was billeted for several days in the famous Lee Memorial Mission. Across the street was Wellington Square, where we found the Communists holding almost nightly rallies, bringing their message to thousands of people. Christian evangelism is sometimes suppressed. Christian forces do not always have an easy time in India.

India is perhaps the number-one target of Communism. The Communists are dedicated, excited, persistent. Many Indians are impatient for an economic and political system which will give them immediate gains regardless of sacrifices.

The next few years are bound to reveal whether the Christians of the world are as dedicated and excited in their desire to share the living Word.





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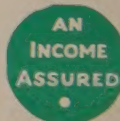
They receive an immediate income—not deferred until old age, as with conventional types of annuity. And these payments, unlike dividends which increase income tax, actually reduce it substantially because *over 80% of this annuity income may be tax free.*

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unchanging and may also continue throughout the life of a survivor if so desired.

Because this Christian plan—in operation over 100 years—helps support the work of the Society in translating and distributing the Scriptures wherever the need exists—you share in this great mission when you invest this way.

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for over a century*



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